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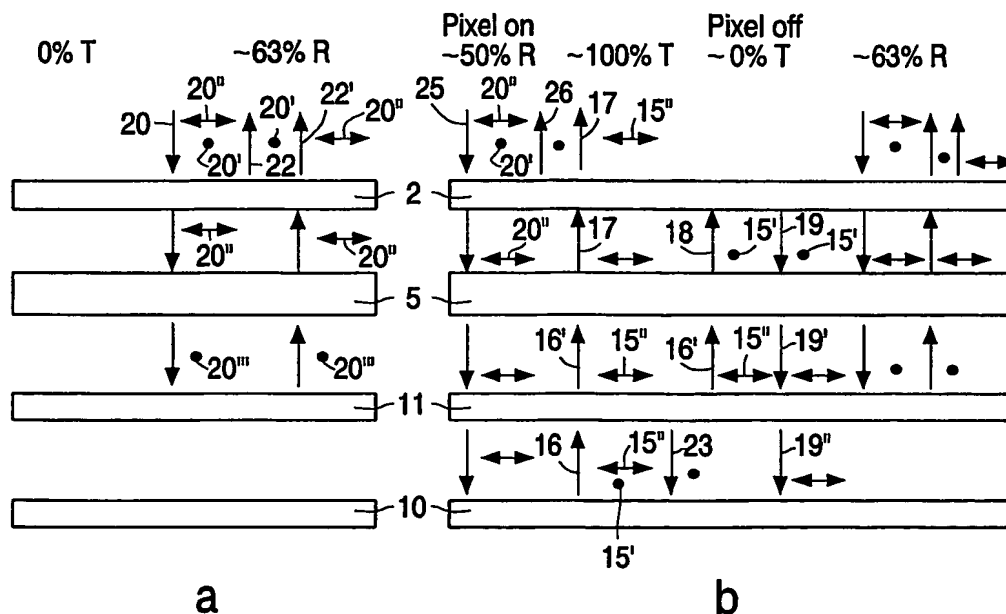
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(54) Title: **MIRROR WITH BUILT-IN DISPLAY**



(57) Abstract: A mirror device (1) which can be simultaneously used for display purposes, based on e.g. an LCD display (5) with a polarizing mirror (2) placed in front of it. the reflectivity of such a mirror display is enhanced by providing at its non-viewing side a further polarizing mirror (11) Color absorption in the display is prevented by placing the color filter (13) or a color (sequential) backlight (30) behind this reflective polarizer at the back of the display.



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